



Introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel

Bharat Kolluri, Michael J. Panik, Rao N. Singamsetti

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A well-balanced and accessible introduction to elementary quantitative methods and Microsoft(R) Office Excel(R) applications used to guide business decision making. Featuring quantitative techniques essential for modeling modern business situations, "Introduction to Quantitative Methods in Business: With Applications Using Microsoft(R) Office Excel(R)" provides guidance to assessing real-world data sets using Excel. The book presents a balanced approach to the mathematical tools and techniques, including applications, used in the areas of business, finance, economics, marketing, and operations. The authors begin by establishing a solid foundation of basic mathematics and statistics before moving on to more advanced concepts. The first part of the book starts by developing basic quantitative techniques such as arithmetic operations, functions and graphs, and elementary differentiations (rates of change), and integration. After a review of these techniques, the second part details both linear and nonlinear models of business activity. Extensively classroom-tested, "Introduction to Quantitative Methods in Business: With Applications Using Microsoft(R) Office Excel(R)" also includes: Numerous examples and practice problems that emphasize real-world business quantitative techniques and applications Excel-based computer software routines that explore calculations for an assortment of tasks, including graphing, formulae usage, solving equations, and data analysis. End-of-chapter sections detailing the Excel applications and techniques used to address data and solutions using large data sets. A companion website that includes chapter summaries, Excel data sets, sample exams and quizzes, lecture slides, and an Instructors' Solutions Manual. "Introduction to Quantitative Methods in Business: With Applications Using Microsoft(R) Office Excel(R)" is an excellent textbook for undergraduate-level courses on quantitative methods in business, economics, finance, marketing, operations, and statistics. The book is also an ideal reference for readers with little or no quantitative background who require a better understanding of basic mathematical and statistical concepts used in economics and business.

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